

## **WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: OCCUPANCY TAX COORDINATION**

**DATE: DECEMBER 10, 2012**

---

---

**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS KENNY  
MERLINO  
BENTLEY  
CONOVER  
DICKINSON  
FRASIER  
WESTCOTT

**OTHERS PRESENT:**

MICHAEL SWAN, TREASURER  
KATE JOHNSON, DIRECTOR OF TOURISM  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK, TOURISM  
DANIEL G. STEC, CHAIRMAN OF THE BOARD  
PAUL DUSEK, COUNTY ADMINISTRATOR  
JOAN SADY, CLERK OF THE BOARD  
SUPERVISORS MASON  
VANSELOW  
ROBERT M. BLAIS, MAYOR, VILLAGE OF LAKE GEORGE  
DON LEHMAN, *THE POST STAR*  
THOM RANDALL, *ADIRONDACK JOURNAL*  
JOANNE COLLINS, LEGISLATIVE OFFICE SPECIALIST  
*PLEASE SEE ATTACHED SIGN-IN SHEET FOR OTHERS PRESENT*

---

---

Mr. Kenny called the meeting of the Occupancy Tax Coordination Committee to order at 10:18 a.m.

Motion was made by Mrs. Frasier, seconded by Mr. Merlino and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Mike Swan, County Treasurer, who reported that occupancy tax revenues had increased by 8.19% as of December 6, 2012 and he projected positive trends entering 2013. Mr. Swan affirmed that revenues exceeding the prior year budget would be placed in the Reserve Fund which would be reported in March or April 2013. The Occupancy Tax Fund balance of \$156,651, Mr. Swan advised, had decreased due to funding for the Asian Clam Eradication effort and the new satellite Office for Tourism.

Mr. Kenny extended privilege of the floor to Robert Blais, Mayor of the Village of Lake George, who stated that Tom Larson, General Manager of the Big Apple Circus, recently contacted him to express interest in returning in 2013. Mayor Blais reported 28,000 patrons in 2012, which was below expectations; however, he said, numbers below average were normal for first time events. He said he would like the Circus to complete a three year trial, and then consider a long term (3 to 10 year) contract. The request for 2013 funds, he noted, was the same as 2012 at \$15,000 which included the \$8,000 for use of the festival space. Michael Consuelo, Executive Director of the Lake George Regional Chamber of Commerce and Convention and Visitors Bureau (LGRCCVB), as well as Mr. Dickinson, on behalf of the Town of Lake George, expressed their support for the event which presented a opportunity to draw visitors to the region.

Mr. Bentley entered the meeting at 10:24 a.m.

Mr. Kenny noted there were three late applicants whose requests would be reviewed during the workshop. He asked those addressing the Committee to please limit their time to two minutes. He explained that following presentations, the Committee would enter into a workshop session to make the final determinations which would be available immediately following the workshop.

Attendees proceeded to address the Committee as follows:

<u>Speaker/Applicant</u>	<u>2013 Event</u>	<u>Event Dates</u>	<u>Amount Requested</u>
▶ Kelly O'Neil-Teer/Bolton Landing Chamber of Commerce	Crossroads of the French & Indian War	June 15 & 16	\$16,500
▶ Wauneata Waller /Bolton Landing Chamber of Commerce	Girlfriends Getaway	May 10 - 12	\$10,000
▶ Linda Duffy/Duffy's on Lake George	Sham "Rock" the Block Party & St. Patrick's Day Parade	March 16 & 17	\$12,000
▶ Millie Goble/World Awareness Children's Museum	Four Exhibitions	2013	\$ 7,500
▶ Doug Kenyon/Greater Glens Falls Amateur Athletic Championship Association, Inc. (GGFAACA)	New York State High School Boys Basketball Championships	February & March (7 days)	\$33,000
▶ Mark Fleischer/Adirondack Theater Festival, Inc.	Summer Season	June & July	\$10,000
▶ Marcia Moss/Hyde Collection	2 Exhibitions	June through December	\$50,000
▶ Mike Consuelo/LGRCVVB	Oktoberfest	October 11 - 13	\$15,000
▶ David Bulmer/Centurion Cycling NY	Centurion Cycling Event	TBD	\$15,000
▶ Jason Sherry/Hudson Valley Volunteer Fireman's Association (HVVFA)	HVVFA Convention & Parade	June 19 - 22	\$40,000
▶ Jason Sherry/Sherry Management	10 <sup>th</sup> Annual Elvis Festival	May 29 - June 2	\$35,000
▶ Luisa Sherman & Larry Bennett/Last of the Mohicans Outdoor Drama	Summer Performances	July 26 -Aug 17	\$21,500
▶ Joel Beaudin/North Creek Business Alliance	North Creek Shuttle Services	2013	\$38,000
▶ Jim Mandle/Adirondack Folk School, Inc.	Programs, speakers & events	2013	\$ 2,800
▶ Doug Miller/Adirondack Sports Complex	Youth Softball Tournaments	2013	\$40,000
▶ Christian Dutcher/Americade	Annual Americade Event	June 3 - 8	\$50,000
▶ John Strong/Lake George Arts Project	Lake George Jazz Weekend	September 14 & 15	\$ 5,000
▶ Rick Gage/Village of Lake George	Lake George Performance Wkend	May 18 - 20	\$ 7,500
▶ Allen Wadler/Lake George Community Band	Summer Concert Series	June 27 - August 15	\$ 2,300
▶ Alexander Lombard/Lake George Music Festival, Inc.	Lake George Music Festival	August 16 - 22	\$20,000
▶ Joe Altieri/NYS Public High School Association	Girls/Boys Volleyball Championships	November 17 - 18	\$10,000

Mr. Kenny thanked the applicants and he asserted the cumulative effect of all the events meant hundreds of thousands of visitors to Warren County each year. He announced the Committee would enter into a workshop. Mr. Merlino thanked the attendees for the enthusiasm shown for their events. He further noted that over \$660,000 in requests had been received, but there was only \$348,113 available for awards, which made funding determinations a challenging task.

Motion was made by Mr. Bentley and seconded by Mrs. Frasier to enter into an Occupancy Tax workshop at 11:20 a.m.

Workshop session was held from 11:20 a.m. to 12:40 p.m.

Committee reconvened and Mr. Kenny read list of Applicants and the corresponding Occupancy Tax funding awards for 2013 as follows:

- ▶ Adirondack Folk School, Inc., for 2013 speakers, events & programs, in the amount of \$1,500;
- ▶ Adirondack Hot Air Balloon Festival 2013, to be held September 19-22, 2013, in the amount of \$25,000;
- ▶ Adirondack Race Management, LLC, for the Lake George Triathlon to be held August 30 - September 1, 2013, in the amount of \$12,000;
- ▶ Adirondack Theatre Festival, Inc., for the 2013 Professional Summer Season to run from June 3 to August 3, 2013, in the amount of \$ 5,500;
- ▶ Albany Rods & Kustoms, Inc., 25<sup>th</sup> Anniversary Nationals Car Show, to be held September 5 - 8, 2013, in the amount of \$27,500;
- ▶ Americade, Cycling event, to be held June 3 - 8, 2013, in the amount of \$50,000;
- ▶ American Legion Baseball, Coopers Cave Tournament, to be held July 9 - 14, 2013, in the amount of \$1,000;
- ▶ Antique & Classic Boat Society, Inc. 40<sup>th</sup> Lake George Rendezvous, to be held on August 23 and 24, 2013, in the amount of \$1,000;
- ▶ Bolton Landing Chamber of Commerce, Girlfriend's Getaway, to be held May 10 - 12, 2013, in the amount of \$5,000; and
- ▶ Crossroads of the French & Indian War, to be held on June 15 & 16, 2013, in the amount of \$9,000;
- ▶ Centurion Cycling New York, Inc., Centurion Cycling event, dates to be determined, in the amount of \$11,500;
- ▶ Duffy's on Lake George, Inc., Sham "Rock" the Block Party & St. Patrick's Day Parade, to be held on March 16 & 17, 2013, in the amount of \$1,000;
- ▶ GGFAACA, Inc. (Formerly New York State Public High School Basketball), for the NYS High School Boys Basketball Championships, to run February 26-28, March 2, and March 15-17, 2013, in the amount of \$30,500;
- ▶ Gore Mountain Regional Chamber of Commerce, for the 2013 Adirondack Adventure Festival, to run May 3 - 5, 2013, in the amount of \$3,000; and the Summer/Winter Outdoor Recreation Seminars, dates to be determined, in the amount of \$500;
- ▶ HITS, Inc., for the HITS Triathlon North Country Series, to run June 28 - 30, 2013, in the amount of \$4,000;
- ▶ Hudson Valley Volunteer Fireman's Association (HVVFA), for the Annual Convention & Parades, to be held June 19 - 22, 2013, in the amount of \$17,500;
- ▶ Hyde Collection, 2013 Exhibitions (2), to run June 15 - December 31, 2013, in the amount of \$18,000;
- ▶ Improv Records, Inc., for 14 Free Friday Concerts to be held between May 31 and September 13, 2013, in the amount of \$1,500; for the 42<sup>nd</sup> Annual Creekend, to be held on March 26 & 27, 2013, in the amount of \$1,000; and for the Haunted Halloween Bash to be held in late October or early November, in the amount of \$1,000;
- ▶ Lake George Arts Project, Inc., for the Lake George Jazz Weekend, to be held on September 14 & 15, 2013, in the amount of \$5,000;
- ▶ Lake George Community Band, for their annual festival to be held on July 19 & 20, 2013, in the amount of \$1,500; and the Summer Concert Series (6 concerts) to take place between June 27 & August 15, 2013, in the amount of \$1,000;
- ▶ Lake George Music Festival, Inc., for the 2013 season (3 concerts) to run between August 16 - 22, 2013, in the amount of \$4,500;

- ▶ The Lake George Regional Chamber of Commerce:
  - ▶ Restaurant Weeks June 9 - 15, 2013 and September 8 - 14, 2013 \$1,000;
  - ▶ Canadian Visitor Program 2013 Calendar year \$3,500;
  - ▶ Oktoberfest October 11 - 13, 2013 \$2,000;
- ▶ Lake George, Village of, for Performance Weekend, to be held May 17 - 19, 2013, in the amount of \$2,000;
- ▶ Lake George Winter Carnival, Inc., for the 2013 Carnival, to be held on January 1 and for eight days in February, in the amount of \$14,500;
- ▶ Lower Adirondack Regional Arts Council (LARAC), for the 2013 festivals to be held on June 15 & 16, and November 2 & 3, 2013, in the amount of \$1,000;
- ▶ Last of the Mohicans Outdoor Drama, for the 2013 performances to be held July 26 through August 17, 2013, in the amount of \$16,500;
- ▶ Marcella Sembrich Memorial Association, Inc., Titans of Opera, to run from June 8 through September 15, 2013, in the amount of \$1,500;
- ▶ North Creek Business Alliance, for 2013 Shuttle and related services, in the amount of \$26,000;
- ▶ New York State Public High School Association, for the Girls & Boys State Volleyball Championships, to be held on November 17 & 18, 2013, in the amount of \$1,500;
- ▶ Prospect School Foundation for the Advancement of Developmentally Disabled Persons, for the Beach Volleyball Tournament to be held on August 3 & 4, 2013, in the amount of \$1,000;
- ▶ Sherry Management, LLC, 10<sup>th</sup> Annual Elvis Festival, May 29 - June 2, 2013, in the amount of \$6,500;
- ▶ Sister Cities Committee of Glens Falls and Warren County, for the 2013 exchange program with Saga City, Japan, in the amount of \$1,000;
- ▶ Sunkiss Balloon Festival 2013, in the amount of \$1,500;
- ▶ Up Yonda Farm, Summer Nature Program Series, to run July 1 through September 2, 2013, in the amount of \$4,500;
- ▶ Warren County Safe & Quality Bicycling Organization, for a map and website maintenance for 2013, in the amount of \$3,000;
- ▶ Warrensburg Chamber of Commerce, for the 34<sup>th</sup> Annual World's Largest Garage Sale, to be held on October 5 & 6, 2013, in the amount of \$19,000;
- ▶ Warrensburg Bike Rally (d.b.a. Ed Zibro) 2013, to run from June 1 - 9, 2013, in the amount of \$3,000;
- ▶ World Awareness Children's Museum, for the promotion of four 2013 exhibitions, in the amount of \$2,000;

Mr. Kenny noted the applications for the following events were received after the designated deadline and therefore, he said, would need to be referred to the Finance Committee in order to use Reserve Funds:

- ▶ Lake George, Village of, for the Big Apple Circus, to run from July 13 - 28, 2013, in the amount of \$15,000;
- ▶ Adirondack Sports Complex, for the Winter, Summer and Fall Youth Softball tournaments, to run from January 5 through October 14, 2013, in the amount of \$25,000; and
- ▶ Eastern New York Marine Trades Association, for the Great Upstate Boat Show, to be held March 22 - 24, 2013, in the amount of \$1,500.

Motion was made by Mr. Bentley, seconded by Mrs. Frasier and carried unanimously to approve the 2013 Occupancy Tax Funding awards as outlined and the necessary resolution was authorized for the December 21, 2012 Board meeting. A copy of the resolution request form is on file with the minutes.

Motion was made by Mr. Bentley, seconded by Mrs. Frasier and carried unanimously to approve the 2013 Occupancy Tax Funding awards for the three late applicants as indicated and to refer same to the Finance Committee. *Copies of the resolution request forms are on file with the minutes.*

Mr. Kenny thanked the Committee for their efforts. Mr. Conover thanked Committee Chairman Kenny and Leisa Grant, Principal Account Clerk, for facilitating the workshop.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Bentley and seconded by Mrs. Frasier, Mr. Kenny adjourned the meeting at 12:48 p.m.

Respectfully submitted,

Joanne Collins, Legislative Office Specialist

